

Video-Game Ads Delivered for President-Elect

New Research Suggests they Helped Get out the Vote

Posted by Rita Chang on *12.01.08*

It seems like every marketer -- and future political strategist -- is asking "How do I do what Obama did?" And as they dissect his election-winning tactics, they'll discover a page out of his playbook includes in-game advertising.

As DigitalNext noted back in October, the Obama campaign ran get-out-the-vote ads in EA's race game "Burnout Paradise" and other Xbox 360 games.

Massive, the Microsoft-owned in-game advertising firm that served the ads, and its competitors aren't exactly starving for publicity, but it appears Obama's venture into in-game ads -- a presidential first -- was successful and could serve them well.

Media measurement firm Interpret found that the in-game program got people to vote early and moved the needle on perceptions about the then-Senator. Those who recalled the advertisement were over 120% more likely to feel positively about Obama after seeing the in-game ads, compared to unexposed gamers.

Among those gamers exposed to the ads, voter registration rose by 7% and awareness of early voting by 15%. In the end, those gamers were also 13% more likely to vote than unexposed gamers. Of course, which way they voted was important to the Obama camp as well. After seeing the campaign, 67% of the gamers would consider voting for Obama, compared to 58% of gamers who did not see the ad.